

## **STRENGTHENING THE COMMUNITY TOWARDS IMPROVING THE QUALITY OF LIFE, A CASE STUDY OF KHOK PHAK WAN COMMUNITY, HUI KENG SUBDISTRICT, KUMPHAWAPI DISTRICT, UDON THANI PROVINCE**

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### **Abstract**

This research aimed to study the level of community strengthening towards improving the quality of life, using the Khok Phak Wan Community in Huai Keng Subdistrict, Kumphawapi District, Udon Thani Province as a case study. The sample group consisted of 30 members of the Khok Phak Wan community who participated in the Academic Services Program at the Graduate School, Suan Sunandha Rajabhat University. The questionnaire was used to gather data, and the mean and standard deviation were used for analysis. The results showed that the level of strengthening the community towards improving the quality of life: A case study of Khok Phak Wan Community, Huai Keng Subdistrict, Kumphawapi District, Udon Thani Province, revealed that women were 100 percent, and findings indicate that participants generally perceive the strength of the community in terms of adaptability to be at a high level ( $\bar{x} = 4.44$ ). Subsequently, the level of community strength regarding quality of life is indicated by a high average score ( $\bar{x} = 4.40$ ), the level of community strength in terms of community participation is reflected by a high average score ( $\bar{x} = 4.36$ ), the level of community strength concerning individual quality is represented by a high average score ( $\bar{x} = 4.32$ ), and the level of community strength related to community organizations is also characterized by a high average score ( $\bar{x} = 4.30$ ).

**Keywords:** Strengths community, Quality of life, Khok Phak Wan Community

### **Introduction**

The 13th National Economic and Social Development Plan outlines national development strategies. From 2023 to 2027, the COVID-19 epidemic will limit the world, including Thailand. This circumstance has produced illness, death, and economic and daily problems for all populations. The 13th National Development Plan saw significant technical advancement, climate change worsening, an aging society in Thailand and other countries, and geopolitical shifts. Among these changing tendencies, driving the country's development must prioritize internal resilience to maintain stable growth amid fluctuations and address the country's sustainable economic, social, and environmental interests. The 13th National Development Plan synthesizes and analyzes trends and prospective repercussions from domestic, regional, and global changes to set the direction and goals of national development. This is to evaluate the challenges and opportunities for national development in the context of Thailand's limitations due to these changes, considering various aspects of national development to ensure sustainable growth and successful development under the national strategy. (The National Economic and Social Development Council, 2023)

The development of quality of life and community aims to promote and enhance the living conditions of communities and society to meet basic needs, ensure excellent health, and improve living standards, while also fostering financial discipline. This will empower communities to be a vital force in the country's sustained and stable advancement. Promoting the success of enhancing the potential and competitiveness of Thailand's SMEs is essential, as market dynamics and consumer behavior have changed. Innovation and digital technology have increasingly connected businesses to consumers. Therefore, SMEs must adapt to these changes (Kanitha Sekhumboong, Thanasuwit Tabhirunrak, and Somdet Rungsrissawat, 2022). Additionally, encouraging the population to form groups to produce the same type of goods, plan, share knowledge, exchange ideas, source production factors, and jointly plan marketing will lead to reduced costs, increased productivity, improved product quality, and a supportive market, thereby enhancing opportunities, increasing product competitiveness, and generating income for the community.

The researcher believes that Suan Sunandha Rajabhat University's Graduate School should encourage, support, and engage in community and local development for the sake of sustainability and strength. The Graduate School can be used by communities and localities to develop academic services, principles, and practices. The Graduate School's continuous academic services have generated information that benefits the community and local areas. This academic understanding can boost community revenue and quality of life. Thus, routine effort in this research is essential to improving communities and helping them adapt and thrive. This will affect the country's development directly and indirectly.

### **Research Objective**

The research aims to study the strength of the Khok Pak Wan community, Huai Keng Sub-district, Kumphawapi District, Udon Thani Province

### **Scope of Research**

This study was quantitative research using a questionnaire created by searching previous research, literature reviews, and related research that was consistent with the objective of the research. The respondents were the members of Khok Pak Wan community, Huai Keng Sub-district, Kumphawapi District, Udon Thani Province, and the process comprised the population and sample group, the research process, methodology, research tool, data gathering, and data analysis.

#### Scope of Population

The population of the study was 30 members of Khok Pak Wan community, Huai Keng Sub-district, Kumphawapi District, Udon Thani Province.

#### Scope of Content

In this study of strengthening the community towards improving the quality of life of the Khok Pak Wan community, Huai Keng Sub-district, Kumphawapi District, Udon Thani Province, comprised Quality people, participation, quality of life, and ability to adapt.

#### Scope of Time

The research was conducted from February to August 2024.

### **Literature review**

#### **The concept of improving the quality of life**

In this literature review, the concept of improving the quality of life is explored through various definitions and perspectives from experts in the field. The following concepts have been compiled by the researcher:

UNESCO. (1981). defines quality of life as the feeling of being satisfied with various aspects of life, which are crucial for individuals. It refers to living in a favorable environment, being happy, and having a sense of completeness both physically and mentally. It entails the ability to adapt well to one's surroundings and society while also being able to meet various challenges appropriately. Additionally, it encompasses the capacity to use personal potential to creatively develop oneself and society to coexist peacefully.

Wanichaya Chaiya and Phra Maha Boonthai Punyamano. (2022). Quality of life development refers to the ability to live happily and fully in a good environment, both physically and mentally. It involves being knowledgeable, adaptable to one's surroundings and society, facing various problems appropriately, and utilizing personal potential to creatively develop oneself and coexist peacefully with society.

Asma Sama-ae et al. (2023). defined quality of life development as the awareness of satisfaction in living and having a good standard of living in various aspects that can meet basic needs. This is related to lifestyle and has a positive impact on quality of life in areas such as physical health, mental well-being, social relationships, and the environment. Furthermore, having a satisfactory quality of life should not cause problems for oneself or society.

Patcharaporn Thongchananam and Phakdee Phosingsang. (2019). Quality of life refers to an individual's perception of their living conditions, which is measured by satisfaction in areas such as living standards, happiness, physical and mental health, nutrition, access to necessary goods, environmental conditions, and social life.

According to the experts' definition of quality of life, quality of life refers to living a fulfilling and happy life characterized by good health, social connections, financial stability, and overall satisfaction. It involves being able to contribute positively to society without being a burden. The definition of quality of life varies depending on individuals' specific needs and desires within different communities and societies.

## Research Methodology

1. Searching the concepts of life development, empowerment, strengthening the community, and Related research
2. Searching the quantitative research methodology and data gathering for accurate and complete research.
3. The research tool was created by searching academic documents, concepts, theories, and related literature reviews. Data was gathered by using the open-ended questionnaire comprising 2 parts as follows;
  - Part 1: Personal information
  - Part 2: Strengthening the community comprising quality people, participation, quality of life, and ability to adapt. using a 5-point Likert Rating Scale; most, high, medium, little, and least

## Research Results

The findings of building strong communities for quality-of-life development: a case study of Khok Phak wan community, Huai Keng subdistrict, Kumphawapi district, Udon Thani province was as follows;

1. The analysis of personal information revealed that there were 30 females 100 percent consecutively.
2. This section provides a summary of the opinions people have about the strength of the community. The research findings indicate that participants generally perceive the strength of the community in terms of adaptability to be at a high level ( $\bar{x} = 4.44$ ). Subsequently, the level of community strength regarding quality of life is indicated by a high average score

( $\bar{x} = 4.40$ ), the level of community strength in terms of community participation is reflected by a high average score ( $\bar{x} = 4.36$ ), the level of community strength concerning individual quality is represented by a high average score ( $\bar{x} = 4.32$ ), and the level of community strength related to community organizations is also characterized by a high average score ( $\bar{x} = 4.30$ ).

3. The findings from Table 3 indicate that the participants' overall level of opinion regarding the strength of their ability to adapt was high ( $\bar{x} = 4.44$ ) Upon analyzing the individual items, the highest mean score was attributed to the community's disaster and epidemic response strategy, which can assist residents, as well as the community's prioritization of aging-friendly strategies ( $\bar{x} = 4.70$ ). Furthermore, the participants expressed a strong opinion regarding these strengths. In the event of a calamity or pandemic that isolates a community, its members may depend on their own resources, as evidenced by the mean score ( $\bar{x} = 4.30$ ) consecutively as shown in Table 1.

Table 1 Shows the level of opinion on the strength of the ability to adapt.

the ability to adapt	Level of Agreement		
	$\bar{x}$	S.D.	Result
1. If a calamity or pandemic isolates a community, its members can rely on themselves.	4.30	0.46	high
2. The community can handle floods, severe storms, epidemics, and other calamities.	4.26	0.44	high
3. The community helps vulnerable populations like children and the elderly during crises.	4.26	0.44	high
4. The community's disaster and epidemic response strategy can help residents.	4.70	0.46	most
5. The community prioritizes aging-friendly strategies.	4.70	0.46	most
<b>Total</b>	4.44	0.49	high

4. The analysis results presented in Table 2 indicate that the overall opinion regarding the strength of quality of life is at its highest level ( $\bar{x} = 4.40$ ). Upon analyzing the various components, it is evident that participation in a savings group or a community/village financial organization yields a mean score of ( $\bar{x} = 4.70$ ). Additionally, the presence of a system for agriculture and safe food production within the district/town reflects a mean score of ( $\bar{x} = 4.60$ ). Furthermore, a mean score of ( $\bar{x} = 4.20$ ) indicates that one's property and house are safe during extended absences, as illustrated in Table 2.

Table 2 Shows the level of opinion on the strength of quality of life.

Quality of life	Level of Agreement		
	$\bar{x}$	S.D.	Result
1. While living in the community, you feel secure in your life and property.	4.10	0.30	high
2. For several days away from home, you think your property and house will be safe.	4.20	0.40	high
3. you are involved in a savings group or a community/village financial organization.	4.70	0.46	most
4. community has a system of agriculture and safe food production in the district/town.	4.60	0.49	most
<b>total</b>	4.40	0.49	high

### Conclusion and Discussion

The survey conducted on the resilience of the Khok Pak Wan community indicates that its members have successfully adapted, irrespective of challenges like disease outbreaks, flooding, or other significant events. The community has navigated these challenges with notable effectiveness. Furthermore, in terms of quality of life, the community has established initiatives to promote engagement among its members, supporting them as volunteers without expecting any compensation. This indicates a standard of living characterized by security for both individuals and their possessions. The community encourages participation by organizing activities that engage individuals of all ages and backgrounds in development efforts, providing support and opportunities for members to assume leadership roles as appropriate. Community leaders who encourage member participation, maintain community transparency, and adeptly handle conflicts may foster quality individuals. In the meantime, the robustness of the community's organizational structure indicates a clear awareness of the development plans at the local level stemming from the engagement of local agencies.

### Recommendations

It is essential to encourage the advancement of communities by facilitating study visits or observations in exemplary communities or those acknowledged for their exceptional community enterprises. This will increase the community's long-term potential and enable them to adapt and implement what they learn in their own communities.

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